## TRANSMITTAL

Flectronic Version v1.1

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## Title of Invention

AUTOMATED DETECTION OF ASSOCIATIONS BETWEEN SEARCH CRITERIA AND ITEM CATEGORIES BASED ON COLLECTIVE ANALYSIS. OF USER ACTIVITY DATA

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First Named Applicant: Mr. Vadon Eric R.

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Submitted By:	Elec. Sign.	Sign. Capacity
Mr. Ronald J. Schoenbaum	/RJS38297/	Attorney
Registered Number: 38297		

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